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### **Artificial Intelligence (AI) and the Restaurant Industry**

AI has become a ubiquitous presence across diverse industries, revolutionizing the way businesses operate. In the restaurant sector, AI stands as a powerful ally, particularly in enhancing operational efficiency. Notably, AI excels at ensuring precise order accuracy and expediting service, two crucial facets of the restaurant experience. Leveraging historical data, AI systems can judiciously predict ingredient replenishment needs, optimizing inventory management. AI has significantly improved the efficiency and accuracy of taking drive-through orders in fast-food restaurants. By utilizing AI-powered systems, orders are processed quickly and accurately, reducing human errors, and minimizing wait times for customers. Beyond streamlining operations, AI extends its influence on customer engagement by offering personalized menu recommendations, enhancing the overall dining experience, and illustrating the transformative potential of artificial intelligence in the restaurant industry.

### **Issue**

AI has been leveraged by fast-food giants such as McDonald's, Taco Bell, Chipotle, Popeye's, and Domino's to enhance their business processes. Notably, Google Cloud's AI technology has been deployed to engage with customers and efficiently process their orders, making a significant shift in the industry. (Murphy, 2023). AI has undoubtedly proven itself in streamlining the process of taking orders in fast food drive-through orders. Its precision and speed have brought significant improvements to

the customer experience. AI-driven systems accurately capture orders, efficiently relay them to the kitchen, and provide seamless interactions. This not only reduces order inaccuracies but also minimizes wait times for customers. While AI's capabilities in streamlining tasks and improving customer service are undeniable, concerns about its potential impact on human employees. As AI continues to advance, there is a growing chance that it may gradually assume roles traditionally held by human employees, potentially leading to workforce reductions within the next five years. The evolving innovation of AI in the fast-food industry underscores both its transformative potential and the need to navigate its implications for the labor market. (Raasch, 2023).

## **Stakeholder Analysis**

### **Stakeholder 1: Restaurant Owners**

**Values.** Restaurant owners recognize the benefit of using AI to enhance their business operations and elevate the customer experience. They acknowledge the value AI can bring to their business, making processes more efficient and interactions more delightful for diners.

**Positions.** Restaurant owners should leverage every available resource to enhance their business, and among these resources, AI stands out as one of the most powerful tools. AI is a particularly appealing option because of its capacity to optimize multiple aspects of restaurant management, from customer service to inventory control. Adopting AI can surely enhance consumer happiness and business performance.

**Claims.** AI is now a widespread technology offering applications in a wide range of fields, not only the restaurant business. Adopting AI isn't just a choice for restaurant

owners, they need to stay competitive in the market. The utilization of AI in the restaurant industry is undeniably a growing trend. AI is now an essential tool for modern restaurateurs because its use frequently results in fewer customer complaints and better service. (Guszkowski, 2023).

**Outcome.** Restaurant owners may provide excellent service by utilizing AI to improve customer experience. One of the examples is using AI to create personalized ads that take account of the individual interests and behaviors of each customer. This focused strategy encourages customer engagement and loyalty while also improving the dining experience. Restaurants may use AI to better understand their customers and provide more individualized promotional content, which will ultimately lead to growth and consumer happiness. (Graves, n.d.). With AI in place, it is no longer necessary to hire human employees as many as before, which reduces the cost of salaries, benefits, and paid time off to employees. Customers' eating experiences have been considerably improved by the addition of mobile phone ordering. Customers now experience quicker food service because of the convenience of placing orders through their mobile phones. Additionally, AI's support in managing the workload prevents human employees from working overtime. At the same time, this lowers the cost of paying overtime to human employees. The ultimate goal of this improved operating model is to increase restaurant owners' profits. (Hamel, 2022).

### **Stakeholder 2: Human Employee**

**Values.** Human employees should continue to have opportunities for employment so they may support their families and continue to make a living. Although AI plays an essential role in increasing performance in the restaurant industry, it cannot

completely replace human employees. To maintain the key responsibilities that human employees play in delivering a specialized and warm dining experience, it is important to strike a balance between adopting AI for its efficiency benefits while keeping intact the human workforce.

**Positions.** Humans have a basic desire to work, whereas AI doesn't have this need by nature. The industry should look for methods to adjust to advances in technology and find solutions that benefit both human employees and AI in the workplace rather than pushing for the elimination of human employment.

**Claims.** AI lacks an in-depth understanding of human language and emotions, which prevents it from fully replicating human talents. Because AI relies on predetermined algorithms and data, it might be able to assist clients without fully understanding their complex requirements. Although AI is excellent in many areas, it can occasionally fall short in providing customers with a truly personalized and understanding experience. Humans are essential in giving individualized and compassionate service to one another because of their special qualities. AI should be considered a valuable tool to enhance human capabilities, rather than a substitute for human jobs. (Why artificial intelligence won't replace human talent any time soon, 2023).

**Outcome.** Human employment must be maintained, and AI can continue to support humans in performing activities without completely replacing them. By automating these labor-intensive processes, AI can substantially reduce stress levels among human employees, enabling them to concentrate on tasks that require empathy, creativity, and a personal touch, which are qualities that are invaluable in the restaurant

industry. This cooperation is all about working together, with AI as the supporting backbone, helping to create a well-coordinated, efficient workforce that's dedicated to providing customers with an exceptional dining experience. To maximize productivity while keeping job opportunities, a balance between human skills and AI support must be maintained. Human abilities should be enhanced by AI, providing a productive workplace. (Lamb, 2023).

### **Argument Question**

Should the restaurant industry integrate Artificial Intelligence and reduce the hiring of human employees?

### **Arguments**

#### **Stakeholder 1: Restaurant Owners**

Kantian ethics is a moral philosophy that applies to all people, regardless of their circumstances. It is based on the concept that morality is founded on rationality and an individual's inherent worth. (Vaidya, n.d.). The application of AI in the restaurant sector is consistent with these ideas. AI can reduce costs for restaurant owners dramatically, improve accuracy, and increase customer satisfaction overall. Customers and restaurant owners both express high levels of satisfaction because of the industry's wide adoption of AI. This acceptance of AI reflects the recognition that its benefits outweigh any worries about prospective job losses for human employees. The ultimate benefit is proving to be logical and advantageous for all parties. This hypothetical situation highlights the heart of Kant's ethical philosophy by highlighting the significance of logical, encompassing rules.

## **Stakeholder 2: Human Employee**

Ethical egoism is the belief that someone getting his or her own interests is the right thing to do. One should not be responsible for another's interests. (Westacott, 2019). In this context, employees struggle to maintain their employment in the restaurant sector while fighting against the adoption of AI. Their approach is based on the belief that excellent customer service cannot be provided without human interaction. They argue that people surpass machines in their special capacity to understand and react to the many complexities of human behavior, including emotions and context. Humans offer adaptability, an in-depth understanding of language, and a thorough understanding of human behavior, in contrast to robots, which function using pre-programmed algorithms. Thus, human employees emphasize the significance of preserving job opportunities, ensuring income for their families, and highlighting a dimension of livelihood that machines cannot replicate. From an ethical perspective, their emphasis on personal gain and the welfare of human employees, despite the potential broader advantages of AI implementation, aligns with the framework of ethical egoism.

## **Student Position**

Without a doubt, artificial intelligence (AI) has become an integral part of modern life and is essential to many aspects of it. Incorporating AI into our daily lives is essential. Nearly every industry is impacted by its prevalent effect, including the restaurant sector. While it's true that the implementation of AI in restaurants may, in the short term, result in some people losing their employment, this should be seen as only the transitional period. Restaurant owners may now optimize their operations and

improve customer experience with the help of AI, which certainly has changed this industry. Restaurant owners now have the tools they need to be competitive and respond to the changes in customer expectations in the ever-evolving digital market due to the incorporation of AI-driven technologies. In the overall context of things, the benefits of using AI are extensive and apply to every person. The increased productivity, ease of use, and efficiency that AI brings to the table have the potential to revolutionize our way of life and promote a wealthier and more connected society where everyone can benefit from AI. (Shaw, 2023).

### **Conclusion**

The widespread adoption of AI is transforming our society, enhancing ease, and improving business processes in a variety of fields. Additionally, it has proven to be a strong accelerator for increasing restaurant industry profits, benefiting both the restaurant owner and the customer experience. Today, it's becoming harder to find industries that haven't been significantly impacted by AI. It has been shown that AI is the future, and we can not live without AI.

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